REMARKS

Claims 1, 2, 5, 7, 9, 10, 15, and 16 remain pending in this application for which applicant seeks reconsideration.

Applicant thanks the examiner for granting an interview held on March 30, 2010. In light of the interview, where the examiner pointed out that the claims do not clearly define that emission rate for the groups of the same subfield (e.g., SF5) is 0.75 or greater. In this respect, independent claims 1 and 9 have been amended to improve their clarity and form. See Fig. 1 for support. No new matter has been introduced.

All pending claims 1, 2, 5, 7, 9, 10, 15, and 16 stand rejected under 35 U.S.C. § 103(a) as unpatentable over Tanaka (USPGP 2003/0052841) in view of Weitbruch (USP 6,473,464).

During the interview, applicant explained why Weitbruch would not have taught the claimed average emission rate forming feature as set forth in the independent claims. The examiner agreed that the disclosed specification is different from Weitbruch, but the examiner believes that the claims can be broadly read.

The examiner indicated during the interview that if applicant clearly defines the field and subfields in the independent claims in terms of what is illustrated in Fig. 1, the claims will likely define over the applied references. According to the examiner, the problem lies with the claims not clearly defining what constitutes "a single field." That is, the examiner has construed a single field to mean the entire screen of a display device, which clearly is not the case as claimed.

Referring to Fig. 1 of the present disclosure, independent claims 1 and 9 define (i) displaying an image in a display screen among a plurality of fields, each defined by a plurality of groups (e.g., S1-S4) of a plurality of subfields (e.g., SF1-SF10) weighted with different brightness levels (e.g., 1, 2, 4, 8, 12, 16, 28, 44, 60, 80). Each field, which is made up of the plurality of groups (e.g., S1-S4) of subfields (e.g., SF1-SF10), is used for displaying one gradation level. These claims further call for (ii) making an average value of gradation levels of each of the plurality of pieces of emission pattern information of the plurality of groups of subfields equal to one of the gradation levels for each field. These claims further call for (iii) making an average emission rate, which is an average value (e.g., average SF1 of S1-S4) of the plurality of pieces of emission pattern information of the same subfield among the plurality of groups of the plurality of subfields, for each of the subfields, with brightness weight smaller than maximum brightness weight of a subfield in which an average emission rate thereof is not zero, equal to or greater than 0.75.

For example, in the example illustrated in Fig. 1, the subfield SF5 has an average value of the emission pattern information (emission rate) at 0.75. Claims 1 and 9 now clearly recite that the average value of the plurality of pieces of emission pattern information for the groups of the same subfield for each of the subfields is 0.75 or greater.

Referring again to Fig. 1, the example has a field with a gradation level 165 composed of averaged gradation levels of the combined groups (S1-S4) of subfields SF1-SF10 not having an average emission rate of zero. That is, since SF10 has an average emission rate of zero (S1-S4), it is not counted toward the averaged gradation level. In Fig. 1, each of the subfields SF1-SF9 has an average emission rate (average of S1-S4 for each subfield) that is greater than 0.75.

Applicant submits that Weitbruch fails to alleviate Tanaka's shortcomings because Weitbruch fails to teach the claimed features (i), (ii), and (iii).

Applicant submits that the pending claims patentably distinguish over the applied references and are in condition for allowance. Should the examiner have any issues concerning this reply or any other outstanding issues remaining in this application, applicant urges the examiner to contact the undersigned to expedite prosecution.

Respectfully submitted,

ROSSI, KIMMS & McDOWELL LLP

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DATE

/Lyle Kimms/
LYLE KIMMS, REG. NO. 34,079

20609 GORDON PARK SQUARE, SUITE 150
ASHBURN, VA 20147
703-726-6020 (PHONE)
703-726-6024 (FAX)